

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Customer Relationship and Stakeholder Management					
TSC	Customer Experience Management					
TSC Description	Compile and analyse information gathered through various channels and manage communication across customer touch points to ensure a consistent and pleasant customer experience					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		FSE-CEX-2002-1.1-1	FSE-CEX-3002-1.1-1	FSE-CEX-4002-1.1-1	FSE-CEX-5002-1.1-1	
		Engage customers over various platforms by leveraging on available organisational resources	Build a customer service knowledge base and identify enhancement opportunities to apply to customer engagement	Design the organisation's customer service knowledge base to enable the management of overall customer experience and resolution of escalated customer conflicts	Drive the overall direction of customer experience according to the brand positioning, by reviewing proposed recommendations to enhance customer experience	
Knowledge		<ul style="list-style-type: none"> • Various platforms to engage customers • Reasons for engaging with customers over various platforms • Types of available organisational resources for internal communication and service delivery • Methods to portray professional etiquette over various platforms • Principles of effective communication • Methods to escalate feedback 	<ul style="list-style-type: none"> • Organisational service guidelines and standards • Knowledge of the organisation's product and service offerings and teams in-charge • Conflict resolution techniques • The organisation's verbal and non-verbal communication guidelines • Principles of effective communication 	<ul style="list-style-type: none"> • Components, purpose and benefits of a customer service knowledge base • Methods to gather specifications on customer service knowledge base • Methods to test the customer service knowledge base • Methods for identifying service gaps in existing customer service guidelines • Typical customer life cycles • Types of information to be stored in a customer service knowledge base • Verbal and non-verbal communication techniques • Conflict resolution techniques 	<ul style="list-style-type: none"> • Components, purpose and benefits of a customer service knowledge base • Evaluation criteria for customer experience recommendations • Customer value proposition • Impact of customer experience on strategic business goals • Market benchmarks and best practices Key departments and functions and their role in the customer journey 	

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				<ul style="list-style-type: none"> • Key Performance Indicators (KPIs) for measuring customer experience 		
Abilities		<ul style="list-style-type: none"> • Leverage on organisational resources when engaging with customers over various platforms • Portray professional etiquette when responding to customers over various platforms in accordance with organisational guidelines • Escalate feedback received over various platforms in accordance with the organisation's guidelines 	<ul style="list-style-type: none"> • Develop rapport and establish trust with various customer segments through effective verbal and non-verbal communication • Uncover customer requirements and recognise potential business opportunities • Provide prompt service delivery tailored to customer's initial and subsequent needs through product referrals • Provide coaching to customers in operation of machines • Apply best-fit conflict resolution techniques when handling objections and conflicts • Identify frequently asked questions asked by customers • Contributes ideas and responses to customers queries and requests • Analyse trends and patterns in the customer service knowledge base 	<ul style="list-style-type: none"> • Develop a business case for the customer service knowledge base • Oversee the testing and implementation of customer service knowledge base • Collect feedback on improvements to customer service knowledge base • Provide training and support to users of the customer service knowledge base • Define requirements for verbal and non-verbal communication guidelines • Resolve escalated conflicts and cases • Evaluate customer feedback to identify service gaps in existing customer service • Assess performance of the organisation against (KPIs) • Propose recommendations to improve customer experience throughout the customer life cycle 	<ul style="list-style-type: none"> • Define the scope of the organisation's customer service knowledge base with relevant parties • Review and endorse the suitable methods and tools for the development of the customer service knowledge base • Evaluate and endorse proposed recommendations for mitigating gaps in current service standards • Forecast impact of recommendations on overall customer value proposition • Oversee the identification and prioritisation of data to be captured in the customer service knowledge base accordance with legal and/or legislative compliance, regulatory compliance and organisation's policies and procedures • Identify key parties within the organisation to be involved in the development of the customer service knowledge base • Evaluate recommendations to improve the customer 	

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					experience based on results of monitoring and evaluation <ul style="list-style-type: none"> • Evaluate and respond to issues arising from compliance to legislation and/or regulations • Synthesise external market practices with existing customer demands to align with organisation's strategic goals 	
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